



news release

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Seguin, Texas Partners with Buxton to Attract Retail Development

Will use customer analytics to quantify retail potential in community

FORT WORTH, TEXAS, (October 15, 2014) — The City of Seguin, Texas and the Seguin Economic Development Corporation recently partnered with Fort Worth-based Buxton to support the community's retail attraction efforts. Buxton's advanced customer analytics will allow the City to identify the retailers that match the shopping and dining habits of consumers in Seguin's trade area, and provide data-backed verification of retail potential in the community.

"Seguin's robust, diversified economy makes the community an ideal location for retailers seeking new growth opportunities," said Terry Trevino, executive director of economic development for the City of Seguin, Texas. "We look forward to using Buxton's analytics to attract the right retailers to our community."

"Buxton's best-in-class analytics will give local leaders the data they need to present a convincing case to retailers," said Lisa McCay, vice president in Buxton's public sector division. "We are thrilled to play a role in the City's retail attraction efforts."

By becoming a Buxton client, Seguin will have access to SCOUT®, Buxton's proprietary web-based real estate platform, giving local leaders information at their fingertips to analyze retail matches for different areas of the city.

Buxton has worked with more than 650 cities nationwide to implement retail development strategies. Client cities in Texas include Frisco, Little Elm, Temple, and many more.

About Seguin, Texas

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational, and employment opportunities. Seguin's robust diversified economy features a steelmaker, a manufacturer of automotive parts and plants making roadside mowing equipment and building materials. In 2009, Seguin was proud to be selected by Caterpillar as the site of a major new engine manufacturing facility.

For more information, visit www.seguintexas.gov.

About Buxton

In a world where big data gets a lot of attention, Buxton focuses on providing BIG answers to its clients. Since 1994, Buxton has helped more than 3,000 clients in retail, healthcare, consumer packaged goods and the public sector. We provide answers to business questions around real estate, marketing, and merchandising strategies. Our clients include Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie.

For more information, visit www.buxtonco.com or follow us on [Twitter](#).